



BIKE SHARE

April 1 - April 30 2018 Report Tempe



GRID Bike Share is Operated By:



Table of Contents

System Snapshot	2
Membership	3
Trips	3
Station Performance	5
Environmental Impact	7
Maintenance & Rebalancing Operations	8
Customer Service Reporting	10
Financial Summary	11
Marketing Summary	12
Weather	13

System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	115	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	912	N/A
Trips		
Total Trips	12,520	5,330
Trips Per Day (average)	417	245
Utilization Rate (trips per bike per day)	.5	.8
Active Members		
Total Membership	23,521	N/A
Monthly/Yearly Plans	790	N/A
Pay-As-You-Go & 7 Day Plan	22,731	N/A
Revenue		
Total Revenue	\$35,732.49	\$7,000.39
Maintenance/Customer Service Activity		
Total CS Cases Created	260	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	27	260
Monthly	48	240
Annual	1	152
Other	32	138
Pay As You Go	1,057	22,659
7 Day Pass	210	72
TOTAL	1,375	23,521

Trips

Cumulative Trips Per Day of the Week
April 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
833	829	811	927	720	580	630

Trip Initiation Method (Tempe Only)

Table 4

Mobile	1,026
Keypad (manually entered)	10,968
Keypad RFID Card	514
Website	12

Table 5

	April (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	12,520	43,905	5,330	19,247
Total Miles Ridden	18,145	72,111	7,344	31,828
Avg Trip Distance	2.4	2.4	1.4	1.8
Avg Trip Time	27:30	29:54	19:09	20:49
Avg Weekday Trips	432	306	192	166
Avg Weekend Day Trips	377	400	137	147
Holds	550	2,297	N/A	N/A
Ended out of Hub	5,279	15,202	3,203	9,452
Ended out of System Area	33	117	13	42

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	April Trips	%	Trips YTD	% YTD
Pay-as-you-go	4,721	38%	17,079	39%
7 Day Pass	929	7%	4,927	11%
Annual	614	5%	2,119	5%
Monthly	1,316	11%	3,637	8%
Student	4,417	35%	14,280	33%
Other	523	4%	1,863	4%
TOTAL	12,520		43,905	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	April Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,738	33%	6,591	34%
7 Day Pass	325	6%	1,563	8%
Annual	52	1%	178	1%
Monthly	555	10%	1,942	10%
Student	2,612	49%	8,844	46%
Other	48	1%	129	1%
TOTAL	5,330		19,247	

Tuesday, April 3rd was the highest day for regional ridership with a total of 566 trips taken. For trips originating in the Tempe service area, Thursday, April 5th was the top day for ridership with 266 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P127 Central Ave / Roosevelt St	591	M105 Robson / 1st St (i.d.e.a. Museum)	2
P106: 1st St / Washington St (Sponsored by SRP)	567	M113 2nd St. and Morris (Mesa Center for Higher Education)	1
P120 Central Ave / Taylor St (Sponsored by SRP)	558	M122 462 N. Drew St. (Drew Community Park)	1
P123 5th Ave / Fillmore St	514	M125 Main St. and Hibbert	1
P124 3rd St / Taylor St	464	M104 Macdonald / 1st St (Museum of Natural History)	0
P129 5th St / Roosevelt St	417	M109 Main St / Horne	0
P125 Pierce St / 1st Street	403	M111 Broadway / Olive	0
T16 Apache Blvd / Rural Rd	393	M118 MacDonald and 2nd St.	0
T14 College Ave / University Dr	384	P151 3131 S. Central Ave (Audubon Center)	0
P128 McKinley St / 2nd St.	358	P174 Washington St / 2nd St	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T16 Apache Blvd / Rural Rd	15	153	240	393	0	0.21
T14 College Ave / University Dr	15	175	209	384	0	2.3
T20 Tempe Center for the Arts	10	175	179	354	0	5.53
T25 University Dr. / ASU Student Housing	23	148	203	351	0	0
T27 McAllister Ave / Apache Blvd	25	123	209	332	0	0
T17 Tempe Beach Park	25	137	157	294	0.72	0
T21 Forest Ave/ Lemon St. (Gammage)	20	121	160	281	0	0
T26 ASU Memorial Union	25	120	150	270	1.49	0
T04 Apache Blvd / Dorsey Ln	10	102	136	238	0.07	0
T03 Rural Rd / Terrace Rd	11	104	120	224	7	0
T11 University Dr / Mill Ave	20	82	113	195	0	0
T24 Westside Center	10	96	99	195	1.3	0
T05 McClintock Dr / Apache Blvd	15	80	100	180	1.21	0
T31 6th St / Mill Ave	15	86	88	174	0	0.68
T02 3rd St / Mill Ave	9	93	80	173	0	17.33
T29 Tempe Town Lake Marina	9	84	85	169	0	0
T28 Rio Salado Pkwy / Mill Ave	10	74	86	160	0	0
T01 5th St / Forest Ave	20	67	89	156	0	0
T13 College Ave / Apache Blvd	15	66	90	156	0	0
T18 Neil Giuliano Park	15	65	85	150	0	0
T15 8th St / Dorsey Ln	10	52	76	128	0	0
T30 Evelyn Hallman Park	8	30	28	58	0	0
T08 Apache Blvd / Price Rd	10	23	32	55	1.46	0
T06 McClintock Dr / Rio Salado Pkwy	10	19	23	42	0	0
T10 Washington St / Priest Dr	10	18	23	41	0	0
T12 Rural Rd / Southern Ave	10	14	24	38	0	0

T19 Kiwanis Park	15	20	18	38	0	0
T22 Baseline Rd / Priest Dr	10	13	14	27	0	0
T07 Smith-Martin / Apache Blvd	10	5	11	16	0	0
T23 Escalante Center	10	6	6	12	0	0
T09 Washington St / Center Pkwy	9	6	2	8	0	0
T32 North Tempe Multigen Center	10	2	6	8	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	725,768	2,884,428	293,760	1,273,112
Carbon Offset	15,999 lbs	63,457.4 lbs	6,462.7 lbs	28,008.4 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	912	N/A
Bikes inspected in field	1,957	650
Bicycles repaired	436	36
Average bike repair time	30	30
Bikes lost or stolen	3*	0
Graffiti Cleaned	21	5

*All three stolen bikes were recovered

Out of Station Lock-Ups in Tempe

Of the 5,330 trips started in the Tempe system area in April, 3,203 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, the intersection of South Hardy Drive, Boulevard 1900 apartments on East Apache Boulevard and University Drive and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	April	YTD
1	Other	223	534
2	Seat	8	27
3	Shifting/Pedaling	32	118
4	Lock	23	136
5	Keypad	40	178
6	Brakes	12	42
7	Flat Tire	43	157
8	Lighting	5	28
9	Frame	4	19

Compared to the previous month there was a .19% increase in repairs/issues reported by users via the bikes on-board keypad. In April, 3.12% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in April was Operations.

Table 13

Reason For Contact	April Created Cases (Full System)	YTD
Member Inquiries	58	209
Billing	14	80
Account Management	32	111
Bike Issue	11	77
Charges	36	120
General Education	24	75
Operations	59	207
Sign Up	10	33
Hub Request	4	12
Partnerships	11	23
New Program Request	1	2
Total CS Cases Created	260	949

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	60 seconds
Avg duration of call	4 min 53 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In April, the average revenue for the full system was \$39.70 per bike and \$2.85 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$9,240.00	26%	N/A
Ride Fees	\$19,928.49	56%	\$7,515.39
Out of Hub Fees	\$22.00	0%	\$0
Out of System Area Fees	\$40.00	0%	\$0
Rider Bonuses Given	-\$1,998.00	-6%	-\$515.00
Ad Revenue	\$8,500	24%	
TOTAL	\$35,732.49		\$7,000.39

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2,001
Twitter	16.1K
Instagram	3,460

Events

Table 18

Event Name	City	Date
Capitol Farmers Market	Phoenix	4/5
Arizona Bike Summit	Mesa	4/6
CycloMesa Bike Valet	Mesa	4/7
Community Connections Fair	Phoenix	4/7
Tour De Tempe	Tempe	4/8
Transportation Day	Phoenix	4/12
Celebrate Mesa	Mesa	4/14
Bike to Work Day Ride	Phoenix	4/18
Maricopa County Bike to Work Day Ride	Phoenix	4/18
Bike to Work Day Ride with Mayor	Tempe	4/18
Bike to Work Day w/ Pancake Breakfast	Mesa	4/18
SRP Bike to Work Day Ride	Mesa	4/18
Hub Day @ Capitol Farmers Market	Phoenix	4/19
Bicycle Forum @ ASU Downtown Campus	Phoenix	4/28

Weather

Table 19 (Source: www.wunderground.com)

April	Trips	Temp. (°F)			Precip. (in)	Events
	Full Sys	high	low	avg	sum	
1	375	93	66	80	0	
2	430	89	62	76	0	
3	566	88	62	75	0	
4	514	90	63	77	0	
5	486	92	64	78	0	
6	458	93	67	80	0	
7	430	94	69	82	0	
8	412	92	74	83	0	
9	366	95	65	80	0	
10	450	100	66	83	0	
11	421	96	66	81	0	
12	470	87	66	77	0	
13	394	79	60	70	0	
14	427	83	57	70	0	
15	346	91	58	75	0	
16	393	84	64	74	0	
17	476	75	58	67	0	
18	515	83	54	69	0	
19	410	85	58	72	0	
20	474	78	56	67	0	
21	416	89	59	74	0	
22	345	94	63	79	0	
23	302	96	65	81	0	
24	348	98	68	83	0	
25	383	99	69	84	0	
26	470	97	70	84	0	
27	396	100	71	86	0	
28	337	98	74	86	0	
29	306	94	67	81	0	
30	404	86	67	77	0	